

applicant is not changing the scope of the claims, but only making clarifications of his intent for the claim elements:

As noted previously, various independent claims were amended to add the words “via computer-enabled automated access,” after the word “receiving.” These words mean access obtained or received with or by either or both push or pull technology, providing for automated access for receiving at least one purchase record, or information derived therefrom, continuously or periodically, or on an ad hoc basis, at the instigation of the system or the buyer entity or its proxy. Such automated access comprises all examples for such access given in the specification, at least in paragraphs 145 to 154, and bounded by the dictionary definitions of the terms used and interpreted in light of the specification.

The words “non-transitory,” have been added to the computer product claims at the examiner’s request. The term non-transitory media means “all media except media when and during the time it is being transmitted through the air as carrier waves.”

The term “facilitating the offering of an incentive” means providing the offer or otherwise offering the incentive, or providing or manipulating or sending or transferring data in a manner that enables, and/or is instrumental to, the offering of the incentive.

The phrase “facilitating the calculation of a score” means calculating a score, or making a calculation that enables, and/or is instrumental to, the calculation of a score, or manipulating or processing data in a manner that enables, and/or is instrumental to, the calculation of a score.

Note that “digital identity verification” is defined as any means or information used to electronically verify the identity, or trustworthiness, of a person or entity, for purposes of any type of electronic communication, comprising, but not limited to, usernames, passwords, or any other type of digital signature, or digital certificates.

Calculating a charge for providing the incentive based on both the size of a group of buyer entities resulting from a search of the information and the scores of the buyer entities is defined as calculating a charge, or making a calculation that enables, and/or is instrumental to, the calculation of a charge, or manipulating or processing data, or performing another electronic task or function, in a manner that enables, and/or is instrumental to, the determination of a charge, which will presumably be based at least in part on the size and at least one score of the group.

The claim element “[S]aid decision being in the economic interest of said at least one of the buyer entities,” is interpreted to mean that the decision serves to measurably add to, or to improve, the choices that the buyer entity has with respect to its investment of time, money, or other resources. The universe of such decisions, for instance, comprises a decision to present an offer to the buyer entity that has an increased likelihood of being accepted by the buyer entity, as measured, either by the response of the buyer entity, or, alternatively, as measured by the response rate of other similar buyer entities responding to the same or to similar offers by comparison to average response rates.

The word incentive comprises any offer of a benefit in return for any specific action or activity. Such an action or activity could be a purchase, but is also defined to comprise any other action or activity, such as responding to free trial offers.

Regarding use of the term “condition precedent”, the phrase “the condition precedent for this operation that the system has received from that buyer entity the at least one respective third party purchase record or information verifiably derived therefrom,” for instance, means that in the regular course of business, under otherwise same or similar conditions, the referenced operation would not have occurred with respect to a particular buyer entity had the at least one respective third party purchase record not been received.

If the Examiner disagrees with any of the meanings of the terms set forth above, then it is requested that prosecution be reopened to provide further clarification for these terms.

All remarks and amendments are made without prejudice to further amendment or change of claims or remarks in this, future or co-pending applications, and override any remarks or amendments previously made in this, future, or co-pending applications, with respect to the aforementioned claims.

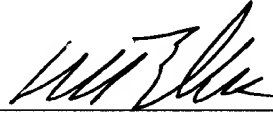
The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid

amount to Deposit Account No. 19-0741. If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicant hereby petitions for such extension under 37 C.F.R. § 1.136 and authorizes payment of any such extensions fees to Deposit Account No. 19-0741.

Respectfully submitted,

Date December 30, 2009

By



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